

## **DATA COLLECTION AND ANALYSIS: A SELECTED AND DESCRIPTIVE BIBLIOGRAPHY**

Abravanel, Martin D. *Surveying Clients About Outcomes*. Washington, DC: The Urban Institute, 2003.

A 52 page pamphlet in the excellent "Series on Outcome Management for Non-Profit Organizations."

Bolan, Marc and others. *How to Manage and Analyze Data for Outcome- Based Evaluation*. Seattle, WA: The Evaluation Forum, 2000.

How to manage program data with specifics on how to use Access and Excel for data preparation and analysis. This clearly written book, which comes with a diskette of fictitious program data for practice purposes, may be more than you need to know if you are running a small program with few participants.

Bond, Sally, Sally Bond, and Kathleen Rapp. *Taking Stock: A Practical Guide to Evaluating Your Own Programs*. Chapel Hill, NC: Horizon Research Inc., 1997.

Although this slim volume (93 pages) covers more than data collection, the sections on that topic are well-presented for novices.

Conway, Michael J. *How to Collect Data*. InfoLine Issue #0008. Alexandria, VA: American Society for Training and Development, 1998.

An excellent 16 page introduction to data collection.

Fink, Arlene and Jacqueline Kosecoff. *How to Conduct Surveys: A Step-by-Step Guide*. 2d. ed. Thousand Oaks, CA: Sage Publications, 1998.

A practical and concise (111 pages) paperback guide.

Fink, Arlene and others. *The Survey Kit*. 2d ed. Thousand Oaks, CA: Sage Publications, 2002.

If Fink's guide, above, is not enough for you, this newly-updated ten volume set should answer all your questions about written surveys and interviews. Each volume (100 to 200 pages) focuses on a specific subject: self-administered & mail surveys, in-person interviews, telephone interviews, sampling, reliability & validity, data analysis, and reports. The first two volumes, "The Survey Handbook" and "How to Ask Survey Questions" are especially useful to new survey developers.

Glitz, Beryl. *Focus Groups for Libraries*. Chicago: Medical Library Association, 1999.

Gorman, G.E. and Peter Clayton. *Qualitative Research for the Information Professional: A Practical Handbook*. 2d ed. NY and London: Facet, 2005.

Two Australian professors of library and information science wrote this textbook and a companion volume on quantitative statistics for beginning researchers. Although the assumption is that the reader is interested in research fieldwork – as compared to practical study of a library program – the chapters on observation, interviewing, and group discussion techniques provide much useful and understandable information.

Hatry, Harry P., Jake Cowan, and Michael Hendricks. *Analyzing Outcome Information: Getting the Most from Data*. Washington, DC: Urban Institute, 2004.

A very useful 33 page pamphlet in the excellent Series on Outcome Management for Non-Profit Organizations by Harry Hatry, the outcomes guru behind the United Way program.

Henerson, Marelene E. and others. *How to Measure Attitudes*. Newbury Park, CA: Sage Publications, 1987.

Attitudes, unlike skills or knowledge, cannot be observed directly; they are therefore more difficult to measure. This is an excellent guide.

Herman, Joan and others. *Program Evaluation Kit*. Thousand Oaks, CA: Sage Publications, 2d. ed. 1987.

A nine volume set covering all facets of program evaluation. Each paperback volume is medium length (96 to 192 pages) on one of the following topics: how to focus an evaluation, how to design, how to use qualitative methods, how to assess program implementation, how to measure attitudes, how to measure performance tests, how to analyze data, how to communicate evaluation findings. Each volume can stand alone and may be purchased separately.

Institute of Museum and Library Services. *Outcome Based Evaluation: Webography*. Washington, DC: IMLS, August, 2006. On the web at [www.imls.gov/applicants/learning.shtm](http://www.imls.gov/applicants/learning.shtm)

Cites materials on user surveys and other data collection tools and methods used by museums, science programs, and other non-profit and educational agencies. Also lists automated online survey tools.

Krueger, Richard A. and David L. Morgan, eds. *The Focus Group Kit*. Thousand Oaks, CA: Sage Publications, 1998.

A six volume set covering everything re focus groups. Each volume is a short (100 pages), clear paperback on one of the following focus group topics: planning, developing questions, involving community members, moderating, analyzing & reporting results. Each volume can stand alone and may be purchased separately.

Nayar-Stone, Rity and Harry P. Hatry. *Finding Out What Happens to Former Clients*. Washington, DC: Urban Institute, 2003.

A 32 page pamphlet in the excellent Series on Outcome Management for Non-Profit Organizations.

Niles, Robert. *Information About Statistics Every Writer Should Know*.  
<http://nilesonline.com/stats>

Layman's definitions and guidelines for explaining sampling and data analysis. Written for journalists, but useful for all.

Patton, Michael. *Utilization-Focused Evaluation*. 3d ed. Thousand Oaks, CA: Sage Publications, 1997.

This highly respected and widely used textbook on program evaluation includes an excellent chapter on data collection methods (pages 239-264).

Peterson, Robert A. *Constructing Effective Questionnaires*. Thousand Oaks, CA: Sage Publications, 1999.

Another short (152 pages) manual for the new evaluator.

Pezzullo, John. *Web Pages That Perform Statistical Calculations*.

Links to over 600 web pages that do calculations or offer other statistics resources. On the web at <http://www.statpages.net>

Phillips, Patricia P. and others. *Evaluation Data: Planning and Use*. InfoLine Issue #0304. Alexandria, VA. American Society for Training and Development, 2003.

In a 16 page booklet, the authors present an eight-step evaluation approach. The second half of their model gives a quick bite of useful information on data collection for the new evaluator.

Project STAR for the Corporation for National Service. *Users' Guide*.

Chapters 3, 4, and 5 are short, clear introduction to designing instruments, developing a data collection plan, and analyzing results. On the web at  
[http://nationalservices.org/resources/online\\_pubs/perf\\_meas/usersguide.php](http://nationalservices.org/resources/online_pubs/perf_meas/usersguide.php)

Resiman, Jane and others. *A Field Guide to Outcome-Based Program Evaluation*. Seattle, WA: The Evaluation Forum, 1994.

After a 30 page introduction to OM concepts, the next 75 pages of this book introduce data methods with specifics on formats, sampling, and statistical analysis for novices.

Salkind, Neil J. *Statistics for People Who Think They Hate Statistics*. Thousand Oaks, CA: Sage Publications, 2000.

As the title suggests, an introduction to statistics for novices.

Simon, Judith Shranken. *Conducting Successful Focus Groups: How to Get the Information You Need to Make Smart Decisions*. St. Paul, MN: Amherst H. Wilder Foundation, 1999.

A clear, concise, short (67 page) introduction to how and when to use focus groups.

Taylor-Powell, Ellen and others for the University of Wisconsin-Extension. *Program Development and Evaluation*.

A series of excellent, short (2 to 67 pages) publications on data collection topics such as surveys, sampling, direct observation, questionnaire design. Also on analyzing quantitative and qualitative data. Available in print for \$1 to \$6 each from the UW cooperative Extension Publications in Madison, WI at 608-262-3346 or on the web under "Program Development and Evaluation" at the publications section of  
<http://cecommerce.uwex.edu>

Whorley, Joseph S. and others. *Handbook of Practical Program Evaluation*. San Francisco: Josey-Bass, 1994.

A large (622 pages) broad textbook on evaluation that has excellent chapters on evaluation design, data collection and analysis, and effectiveness.

Zemke, Ron and Thomas Kramlinger. *Figuring Things Out*. Reading, MA: Addison-WesleyPublishers, 1982.

Written for trainers, this book has strong introductions to focus groups, interviews, gathering information, surveys and questionnaires, and sampling. I recommend those sections despite its 1982 publication date.

Zweizig, Douglas and others. *The Tell It! Manual: The Complete Program for Evaluating Library Performance*. Chicago: ALA, 1996.

Another book on a broader topic that includes excellent chapters on data collection methods. See Part III, which has 9 chapters (111 pages) on surveying, interviewing, attitude measurement and more.

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